



**NEIGHBORHOOD
COMMERCIAL
REVITALIZATION
PROGRAM**

CITY OF SAN ANTONIO NEIGHBORHOOD ACTION DEPARTMENT

NEWSLETTER VOLUME 9 ISSUE 2 SUMMER 2004

Deco District Inaugurates Block Markers

Story by Mariana Peralta Dannelley

Nearly 100 people gathered in the Deco District on June 14 as the Jefferson/Woodlawn Lake CDC, together with ASKEW, a design studio for urban youth, and the City of San Antonio Office of Cultural Affairs hosted the dedication of the "Marking Time: The Deco District Historical Markers." The CDC acted as fiscal sponsor for the project, which was funded through an Arts in the Community Grant from the City of San Antonio Office of Cultural Affairs. The Office of Cultural Affairs supports projects where the arts can help to organize and improve neighborhoods, foster community development and stimulate local economies.

This event showcased the work of several years during which Thomas Jefferson High School art students worked with tile artist Colleen Frost to design and create the tile markers in an apprentice program that included historical research, workshops, and design competition. In addition to design work, the students made and cut each tile used in the 2-foot-by-4-foot, two-sided markers. A reception/show/sale for students' tile work followed the dedication at the ASKEW studio located in the Woodlawn Theater building. Ralph Peña made the graceful and sturdy wrought-iron stands that provide the markers with the appropriate height for visibility.

These are the first of 10 exciting tile mosaic block markers to be erected in the Deco District as part of an Arts in the Community Grant. Each one features a different aspect of the history and culture of San Antonio, specifically the Jefferson/Woodlawn Lake area. The markers were also be part of Texas Public Radio's celebration of Contemporary Art Month in July with a members-only reception and exhibit at the ASKEW studio on July 17. Some of the colorful tile markers can be seen on the CDC's website: www.decodistrict.org.



Eloy Rosales (COSA Right of Way Manager), Mayor Ed Garza, Beatrice Denjumba (student artist), Colleen and Tom Frost.

Artists Brighten South Presa Street

by Gabby Silva,
PR summer intern

Art has made its way to South Presa Street. Mata have worked on for years now serves as a public gallery and studio space. The pair's move into 2336 S. Presa gave other artists a great idea to follow. Once Circle Infiniti opened its doors, other artists also looked at the neighborhood for their future art space. Across the street, at 2301 S. Presa, is another art space called PW-16, formerly a Piggly Wiggly grocery store. Oscar Alvarado and Robert Tatum's goal is to bring viewers to S. Presa to share their talents and enjoy the performing arts.

Circle Infiniti located here about four years ago. The space that Louis Vega Trevino and Ben

CERA to hold Reclamation Rally

Contributed by Hoi Ellis

The Community Economic Revitalization Agency (CERA) will host the 1st Annual **New Braunfels Street Reclamation Rally** on Friday, August 20, 2004 from 6:00 pm – 9:00 pm in the parking lot of the O'Reilly's Auto Parts, situated at the corner of North New Braunfels and East Houston Street. The **FREE**, fun filled event will consist of music, dance, good food, inspirational speeches, and interactive learning activities for kids of all ages. The initiative, which links neighborhood institutions in an unprecedented collaboration, has been designed to spawn the rebirth of a safe, viable, and vibrant neighborhood that is also a central hub of educational, health, family-support, and economic-development activities. Drawing on community resources and institutions already in place, the revitalization initiative will provide an environment for local families that encourages stable home ownership, supports neighborhood economic development, and provides didactic resources for children, youth, and adults. It's time to get **REAL** about revitalization! Together we can:

R – Reclaim our community from isolation, disconnection, dependency and despair

E – Evoke a spirit of unity in the community

A – Alleviate the social, physical and political ills that plague our people and destroy our neighborhoods

L – Liberate ourselves from financial bondage, our minds from mental slavery, and our hearts from hatred

True neighborhood restoration can be achieved only through the coordinated use of neighborhood resources, coupled with strong community driven leadership and participation. The Rally is designed to revive what is quickly becoming a distressed neighborhood and improve the overall quality of life in and around the New Braunfels Street NCR Corridor. This restoration effort focuses on easing

Continued on page 4

Operation Facelift: A SIGN OF REVITALIZATION

Several business have recently benefited from the City's Operation Facelift Program

To date, three Austin Highway businesses have successfully upgraded their facades with help from the City's facade improvement grant program. The completed facade improvement projects include three on Austin Highway: 929 Austin Highway, the previously bright pink building that is home to the Austin Highway Revitalization Project Office (shown at right); 1131 Austin Highway, a new Rodeway Inn location; and the Korner Food Mart located at 1020 Austin Highway.

Two projects were recently completed in the Deco District: Deano's Liquor Store at 1946 Fredericksburg Road and a new location of Blanco Café at 1831 Fredericksburg Road.

Additionally Beacon's clothing store located at 321 New Braunfels Street was the first Eastside business to take advantage of the grant.



JWLCDC Hires New E.D.

The Jefferson-Woodlawn Lake CDC is proud to announce Mariana Dannelley as the new Executive Director of the CDC. After over ten years of working with nonprofits dedicated to youth, family service and education, Mariana is excited to now focus her energy on the revitalization work underway in the Fredericksburg business corridor. "I have found that all of the work that goes into education and job training assumes there will be jobs available for the people that are being helped by many great programs," she said. "With up to 80% of new jobs being created by small businesses, I am thrilled to now be in a position to help both the residents and the business owners in our area."



"She brings a lot of enthusiasm and excitement to the Deco District and we are proud to have her," said Paul Stahl, president of the JWL-CDC. In addition to degrees in law and public relations, Mariana has extensive experience working with non-profits and volunteer organizations and a broad background in business and public administration, marketing, and strategic planning. She is combining this background with her love of San Antonio, saying, "I've lived in six states and two countries, but this is the only city I ever picked to live and raise a family in!"

Vidaurri Appointed CERA Executive Director

John Vidaurri assumed the role of Executive Director of the Community Economic Revitalization Agency (CERA) in April. Mr. Vidaurri is an experienced economic development professional with proven management skills to direct a diverse and proactive economic development agency. His areas of expertise include real estate development, commercial and retail business recruitment and retention, loan packaging, project finance and management, market analysis and governmental contractual compliance. Mr. Vidaurri has worked for state, county and regional economic development organizations and municipalities, as well as private sector development companies. He holds a Bachelor's degree in Political Science and a Master's in Business Administration. He has also done extensive graduate coursework in Public Administration. In the weeks he has been here, he has proven himself to be a man of great vision, leadership with the uncanny ability to maximize growth and opportunity. Further, he has shown himself to be an innovative thinker, problem solver and strategic change agent with substantial technical economic development and marketing skills. Look for great things from John Vidaurri and CERA in the near future!

TUNE IN TO TVSA CHANNEL 21 FOR "IN YOUR NEIGHBORHOOD"
MONDAYS AT 10:30 AM, WEDNESDAYS AT 9:30 AM & FRIDAYS AT 3:30 PM.

UPCOMING EVENTS

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|--|--|
| ★ August 6—First Friday—Southtown | ★ September 6—Labor Day |
| ★ August 20 - New Braunfels Street Reclamation Rally 6-9pm | ★ September 25—Sights, Tastes, and Sounds of the Awesome Austin Highway, Terrell Plaza Shopping Center |
| ★ August 31—new work plans and budgets due for FY 04-05 | ★ October—Cool Crest Golf Tournament—Deco |
| ★ September 3—First Friday—Southtown | |



CERA from page 1 access to economic development activities designed to strengthen legitimate community institutions, enhancing economic opportunities for residents, and improving public services in the target area. Another key feature of this event will be the fostering of self-worth and individual responsibility among individual community members. For more information CERA can be reached at 224-8175.

Operation Facelift Update

There are currently two Operation Facelift Projects under construction, three awaiting contracts and six applications currently being processed. Funding is still available and Abigail is always accepting applications. For more info call 207-3971.

Presa Real from page 1

On Monday evenings they host "Grackle Mundy" where guests are welcome to participate in unique expression of art- whether it is music, poetry, or a short performance. The Wiggle Room—another name given to PW-16—gives people a great opportunity to share their talents and meet others who also appreciate art.

The presence of talented performers does not stop at the Wiggle Room! Surely everyone remembers the group at Fiesta who parades down the street in lavish costumes dancing to rhythms. This street dance group has taken over 2500 S. Presa, which used to be a church and women's shelter and now holds the practices and events for the Urban-15 Group. This group sees a lot of potential in this building and is excited to see how they will prosper from their move to the Presa Real area.

We are excited that these groups have selected Presa Real as their new home and proud of the positive attention that is being paid to our neighborhood. People are learning what we already know to be true- this is a great area to live and work!